

## CONSTRAINTS FACED BY WOMEN ENTREPRENEURS IN ENTREPRENEURIAL TRADES

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### ABSTRACT

*Almost half of the Indian population are female. Women play a critical role in the economics of both developed and developing countries. In most parts of the developing world, they participate in crop production and livestock care, provide water and fuel for their families and engage in different types of activities. Women have the right skills and opportunities so they can help businesses and markets grow. Women are economically empowered and contribute more to their families, societies and national economics. The present study was conducted in Bikaner district of Rajasthan with a sample size of 250 urban women. Jan Shikshan Sansthan (Adult education center) and Abhivyakti (URMUL Seemant) were selected for the study because in these training center maximum training were being conducted around the year for entrepreneurial development. Ranking method was based on overall mean of the constraints. The findings of the present study revealed that the major constraints faced by women entrepreneurs were Increase work burden and responsibilities (Rank I), health of small children(Rank II), small children(Rank III) and other different problems were faced by women entrepreneurs in various trades.*

**KEYWORDS:** Women, Entrepreneur, Development, Constraint, & Empowered

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### INTRODUCTION

“Freedom depends on economic condition even more than political. If the woman is not economically free and self-earning, she has to depend on her husband or son or father or someone-else and dependents are never free”.

#### Pandit Jawaharlal Nehru

Economic empowerment is the crying need of this hour. "Wage employment means economic power" economic empowerment is one of the means to empower women. Enhancing women's economic productivity is an important strategy for improving the welfare of 60 million Indian households living below the poverty line. The position of women in any society has been the subject of many inexpert opinions and guesses and has often been misrepresented by stereotypical portrayal. Economic growth and development of any country are determined by human, physical and financial resources. An economy can move on to higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. ( Elliott, 2008 ). Women are playing a bigger role in economic field: as workers, consumers, entrepreneurs, managers and investors. We can now see women serving in almost every field: architecture, lawyers, financial services, engineering, medical and IT jobs. They have also entered service occupations such as a nurse, a beautician, a sales worker, a waitress, etc. The rapid

pace of economic development has increased the demand for educated female labour force almost in all fields. New phenomenon has also given economic power in the hands of women for which they were earlier totally dependent on males. Economically independent women feel more confident about their personal lives. The empowered woman is able to exercise her judgments independently and correctly in democracy. Empowerment is expected to develop confidence in oneself and have faith in oneself.

## METHODOLOGY

### Research Design

In the present study, ex –post facto research design was used to identify the constraints faced by women entrepreneurs in income generating activities. The ex –post facto research design was applied to study the varying influence to identical factors, the influence either on cause effector effect cause relation.

### Locale of the Study

Bikaner is a district of the state of Rajasthan in western India. It's surrounded by the Thar Desert. It is located 330 kilometers northwest of the state capital, Jaipur. The city is known for the 16<sup>th</sup> century Junagarh fort. Jan Shikshan Sansthan (Adult education center) and Abhivyakti (URMUL Seemant) were selected by purposive random sampling method.

### Sample for the Study

A total of 250 (Urban Women) sample size has been selected for the study out of the total population of urban women in Bikaner district of Rajasthan.

### Constraints Faced by Women Entrepreneurs in Income Generating Activities



**Figure 1: Personal Interview of Entrepreneurs.**

## RESULTS & DISCUSSIONS

The constraints faced by entrepreneurs have been presented in Table No.1 The constraints have been ranked on the basis of their mean scores. These constraints were observed during personal interviews and comprise of different nature.

In beauty parlour trade, mean scores for 'personal constraints' ranged from 1.04-5.58. MS. Entrepreneurs found that 'Increase work burden and responsibilities' (2.58 MS), and 'Health problem' (2.42 MS), were most important constraints. Excessive tension and challenges (2.28 MS), Lack of managerial skills (1.78 MS), Small children (2016 MS), Lack of self motivation (1.52 MS), Lack of confidence (1.22 MS), Lack of social contact (1.16 MS) were found most important constraints. Least important constraints was Lack of male dominance with 1.04 MS.

In food preservation trade, the mean score ranged from 1.38-2.62 MS. Entrepreneurs found that Lack of self motivation (2.62 MS), Health problem (2.38 MS), Increase work burden and responsibilities (2.24 MS), Lack of managerial skill (2.14 MS), Lack of confidence (2.04 MS), Excessive tension and challenges (1.96 MS), Non-cooperative attitudes of husband/ in-laws (1.92 MS), Small children (1.66 MS), and lack of social contacts (1.88) were also found most important constraints. Least important constraints was Lack of male dominance with 1.38 MS.

In hand embroidery trade, mean score ranged from 1.04-2.12. Hand embroidery entrepreneurs found that small children (2.12 MS), Health problems (2.04 MS), increase work burden and responsibilities (2.02 MS), Lack of confidence (1.98 MS), Non-cooperative attitudes of husband/ in-laws (1.92 MS), lack of social contacts (1.88), Lack of managerial skills (1.98 MS), Lack of self motivation (1.82 MS), Excessive tension and challenge (1.78 MS) were also found most important constraints faced by women entrepreneurs. Least important constraints was Lack of male dominance with 1.04 MS.

In handicraft trade, the mean score ranged from 1.02-2.26. Handicraft entrepreneurs found that increase work burden and responsibilities (2.26 MS), Health problem (2.12 MS), Lack of social contact (1.22 MS), Excessive tension and challenges (2.02 MS), Lack of confidence (1.98 MS), Lack of managerial skills (1.94 MS), Lack of self motivation (1.66 MS), Small children (1.26 MS), Male dominance (1.04 MS) were also found most important constraints faced by entrepreneurs. Least important constraints was Non-cooperative attitudes of husband/ in-laws with 1.02 MS.

In Stitching trade, the mean score ranged from 1.12-2.26. Stitching trade entrepreneurs found that Health problem (2.26 MS), Small children (2.16 MS), Increase work burden and responsibilities (2.02 MS), Lack of confidence (1.98 MS), Non-cooperative attitudes of husband/ in-laws (1.92 MS), Lack of social contact (1.88 MS), Lack of managerial skills (1.86 MS), Lack of self motivation (1.82MS), Excessive tension and challenges (1.78MS) were found most important constraints faced by stitching women entrepreneurs. Least important constraints was Lack of male dominance with 1.04 MS.

Table 1: Constraints Faced by Women Entrepreneurs (N=250)

Sr. No	Statements	Beauty Parlour (n=50)		Food Preservation (n=50)		Handicraft (n=50)		Hand Embroidery (n=50)		Stitching (n=50)	
1.	Constraints	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank	Mean Score	Rank
i	Increase work burden and responsibilities	2.58	I	2.24	III	2.26	I	2.02	III	2.04	III
ii	Health problem	2.42	II	2.38	II	2.12	II	2.04	II	2.26	I
iii	Lack of confidence	1.22	VII	2.04	V	1.98	V	1.98	IV	1.24	VIII
iv	Lack of self motivation	1.52	VI	2.62	I	1.66	VII	1.82	VIII	1.16	IX
v	Non-cooperative attitudes of husband/in-laws	1.14	IX	1.92	VII	1.02	X	1.92	V	1.34	VII
vi	Lack of Managerial skills	1.78	IV	2.14	IV	1.94	VI	1.86	VII	1.76	V
vii	Male dominance	1.04	X	1.38	X	1.04	IX	1.04	X	1.12	X
Viii	Lack of social contacts	1.16	VIII	1.88	IX	1.22	III	1.88	VI	1.36	VI
ix	Excessive tension and challenges	2.28	III	1.96	VI	2.02	IV	1.78	IX	1.92	IV
x	Small children	1.66	V	1.66	VIII	1.26	VIII	2.12	I	2.16	II

## CONCLUSIONS

Empowerment is the degree of autonomy and self-determination in people and in communities. The enables them to represent their interest in a responsible and self-determined way, acting on their own authority. Empowering women is essential to the health and social development of families, communities and countries. When women are living safe, fulfilled and productive lives, they can reach their full potential. Contributing their skills to the workforce and can raise happier and healthier children. A woman is mainly responsible for the uplift of their family. She has the right to make decisions about their family, children education, etc. A family cannot entirely run on the earning of a male member. A woman should come out and share the responsibilities of her husband. Stitching, hand embroidery, handicraft and beauty parlour are the main activities of women entrepreneurs through which they earn their livelihood. Most of them raised their family welfare by reducing the level of poverty but women entrepreneurs faced a lot of constraints. Health problems, small children, increase work burden and responsibilities, excessive tension and challenges, lack of managerial skills, non-cooperative attitudes of husband/ in-laws, lack of confidence, lack of social contacts and male dominance are some major constraints faced by entrepreneurs in different trades. Decision making opportunities should be provided to entrepreneurs and different types of training activities should be organized timely so that entrepreneurs women enhance their skills in income generating activities.

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